

Bank of America Charts Up Gains

Bank of America scored record gains in earnings, deposits and loans during 1968. President Rudolph A. Peterson has announced.

On a consolidated basis, net operating earnings reached a new high of \$146,162,000 or \$4.26 per share. This represents an increase of 12.2 per cent over last year's earnings figure of \$130,269,000 or \$3.81 per share, adjusted for the 20 per cent stock dividend paid in 1968.

At year-end, deposits totaled \$21,502,892,000, an increase of \$2,402,954,000 over last year's deposit figure — up 12.6 per cent.

Loans increased by \$1,183,921,000 to \$13,357,902,000 — up 9.7 per cent.

Total resources reached \$24,163,336,000, an increase of 12.6 per cent.

Commenting on the international scene President Peterson said, "During the past year, we opened 23 new overseas

Trio Wins Parnelli Trophies

Three employees of Vel's-Parnelli Jones Ford have received "Parnelli" awards for "Outstanding Achievement in Human Relations" during January.

Adam Keller of the sales department, Shirley Richardson of the office staff, and Roger Grane of the service department were selected by their fellow employees to receive the awards on the basis of displaying the greatest courtesy and cooperation to customers and colleagues.

Each of the winners received a "Parnelli" trophy with a likeness of a gold racing car mounted on a pedestal.

In addition to the individual trophies, the winners' names have been inscribed on a large trophy that is permanently on display at the dealership.

The three January winners are now eligible for quarterly prizes such as free trips, clothing and cash awards.

Vel's-Parnelli Jones Ford is located at 20900 Hawthorne Blvd.

branches and extended our direct presence to 10 countries or territories in which we pre-

Lack of Smog Device May Result In Fine

Of the 493,465 vehicles inspected by the California Highway Patrol in the Los Angeles Basin in 1968, 18,933 did not comply with the air pollution control laws of the state.

Officials of the California Highway Patrol and of the Air Resources Board joined today in calling attention to the need for compliance. The air pollution situation is so serious that in 1968 the legislature imposed a more severe penalty on violation of air pollution control laws. Drivers may be fined up to \$50 for the first violation and \$100 for each subsequent violation.

About one per cent of the vehicles checked by the Passenger Vehicle Inspection teams working in the Los Angeles basin area (Los Angeles, Orange, San Bernardino and Riverside Counties) had disconnected or "blocked" devices. This is equally as illegal as failing to have a required device.

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1968 Cadillac Hardtop Sedan deVille



1966 Cadillac Hardtop Sedan deVille

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When the conversation turns to cars, a Cadillac owner is seldom asked the model and year of the one he drives. The fact that he drives the car of cars is sufficient. For a Cadillac, regardless of its year, is the most universally desired of all motor cars.

This is because the beauty, craftsmanship, luxury and performance inherent in a Cadillac never go out of style. A case in point is the 1966 model shown above. Its Turbo Hydra-matic trans-

mission, variable-ratio power steering and other refinements have only recently become available on some lesser cars.

A great many late-model, previously-owned Cadillacs also have a Tilt and Telescope steering wheel and Automatic Climate Control. For a richly rewarding investment in motoring pleasure, see your authorized Cadillac dealer's attractive selection of new and previously-owned Cadillacs today.




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